



We make business easy



LS Retail



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CEO

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Purpose



LS Retail



LS Retail is an independent software vendor (ISV) developing business solutions for the retail and hospitality sector

We provide innovative solutions that make our customers successful

Easier Simpler Faster

Corporate values – our DNA



Integrity

We show integrity by being honest, respectful and open towards ourselves and others



Innovation

Innovation is key in meeting the demanding requirements of the world-wide retail market. We continually deliver value by accumulating retail knowledge from our global network and incorporating that into our products and services



Empowerment

Employees have the authority and means to contribute, working towards the goal of delivering the best in class retail solution

LS Retail overview



Headquartered in Reykjavik, Iceland
25 years of experience

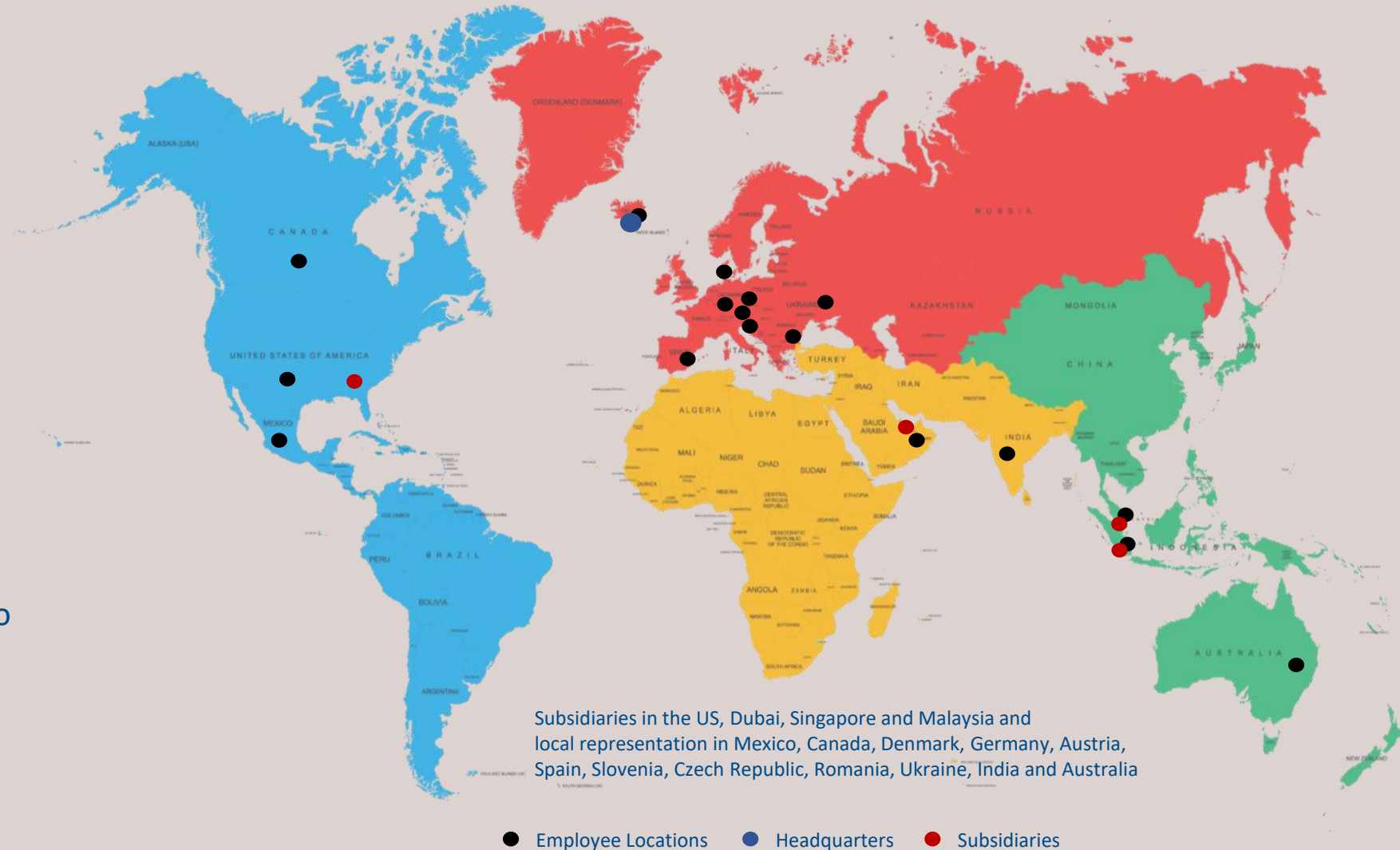
Run as a separate entity since 2007,
although origins can be traced back
to 1986

Since 2015, owned by Anchorage
Capital Group

Employs over 240 people worldwide

90 in R&D, 25 in sales & marketing,
100 in consulting

Highly qualified and motivated
workforce with over 90% educated to
at least degree level



Global retail & hospitality expert



All major verticals



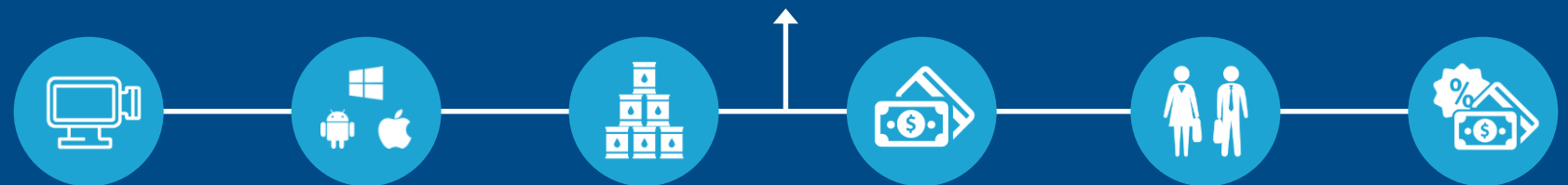
Solutions for all ERP systems on the market



All types and sizes of retail and hospitality customers



Multiple productivity add-ons for Retail





LS Retail products



LS One



LS Nav



LS First

Product positioning

Standalone retail platform

Breadth & depth all in one

Very large enterprises – multiple countries/regions

Distribution channel

Hardware & technology partners

LS Nav partner channel

Projects with LS Consulting and selected partners

Retail backend software

LS One Site Manager

Dynamics NAV

Dynamics AX



LS Omni

Omni channel – multi channel

Mobile POS – Mobile Loyalty – Mobile Inventory – eCommerce

Product positioning



LS Retail

LS Nav

Breadth & depth – All in one

- Fashion, apparel
- Supermarket, grocery
- Forecourt, gas stations
- Hospitality, restaurants, fast food
- Electronics, home appliance
- Pharmacies, drugstore, cosmetics
- Furniture, housing
- Hardware, DIY
- Department stores
- Duty free, airport, travel
- Specialty retail
- Entertainment, museums, casinos
- Bookstores
- Jewellery

LS One

Standalone retail platform

- Electronics, home appliance
- Supermarket, grocery
- Forecourt, gas stations
- Fashion, apparel
- Hospitality, restaurants, fast food

LS First

Large enterprises – multiple countries/regions

- Forecourt, gas stations
- Hospitality, restaurants, fast food

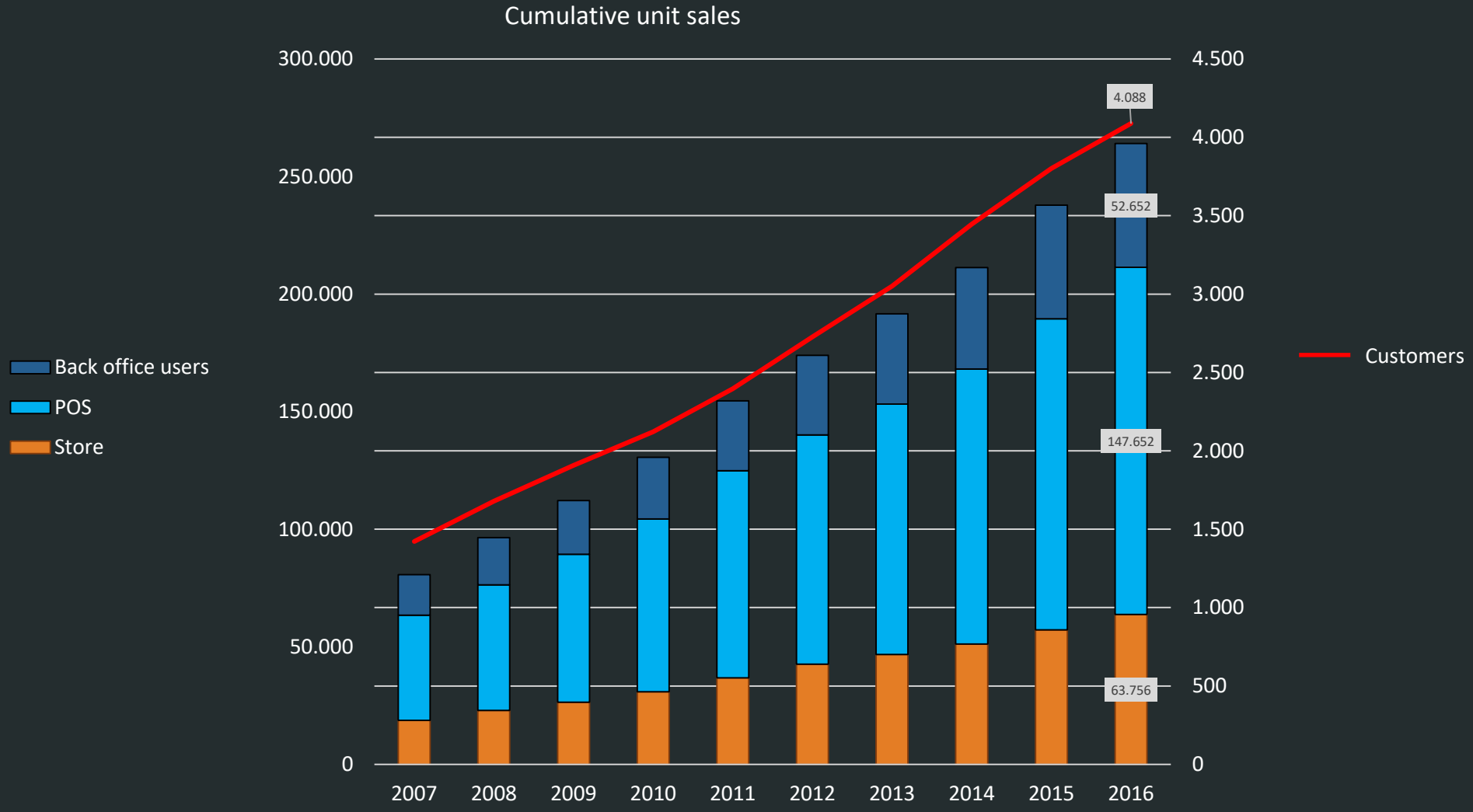
LS Omni

- Omni channel – multi channel
- Mobile POS – Mobile Loyalty – Mobile Inventory – eCommerce

Verticals supported

Customer size

Track record of growth



4.000 customers
with more than
63.000 stores and
restaurants in more
than 120 countries

Americas

Europe

MEA & India

APAC

Global customer base



A world map with a light blue background. Countries are outlined in white. A subset of countries is highlighted in a darker blue color, representing the 75 countries mentioned in the text. These highlighted countries include the United States, Canada, Mexico, Brazil, Argentina, Chile, Peru, Colombia, Venezuela, Ecuador, and several countries in Africa, the Middle East, and Asia.

Over 260 certified
partners in 75 countries
with unified partner
agreements

Scalable go-to-market model via global partner network

Global organization

Regional VPs to support our partners
Product Directors to support our products



LS Consulting services



LS Retail

VISION Statement

We provide valuable services with our innovative solutions, and are the leading retail and hospitality consultancy organization contributing to our global partners' and customers' ultimate success



LS Consulting services



LS Retail

MISSION Statement

Increase the capability and capacity in the channel

Support our partners and customers in sales and in the full project life cycle

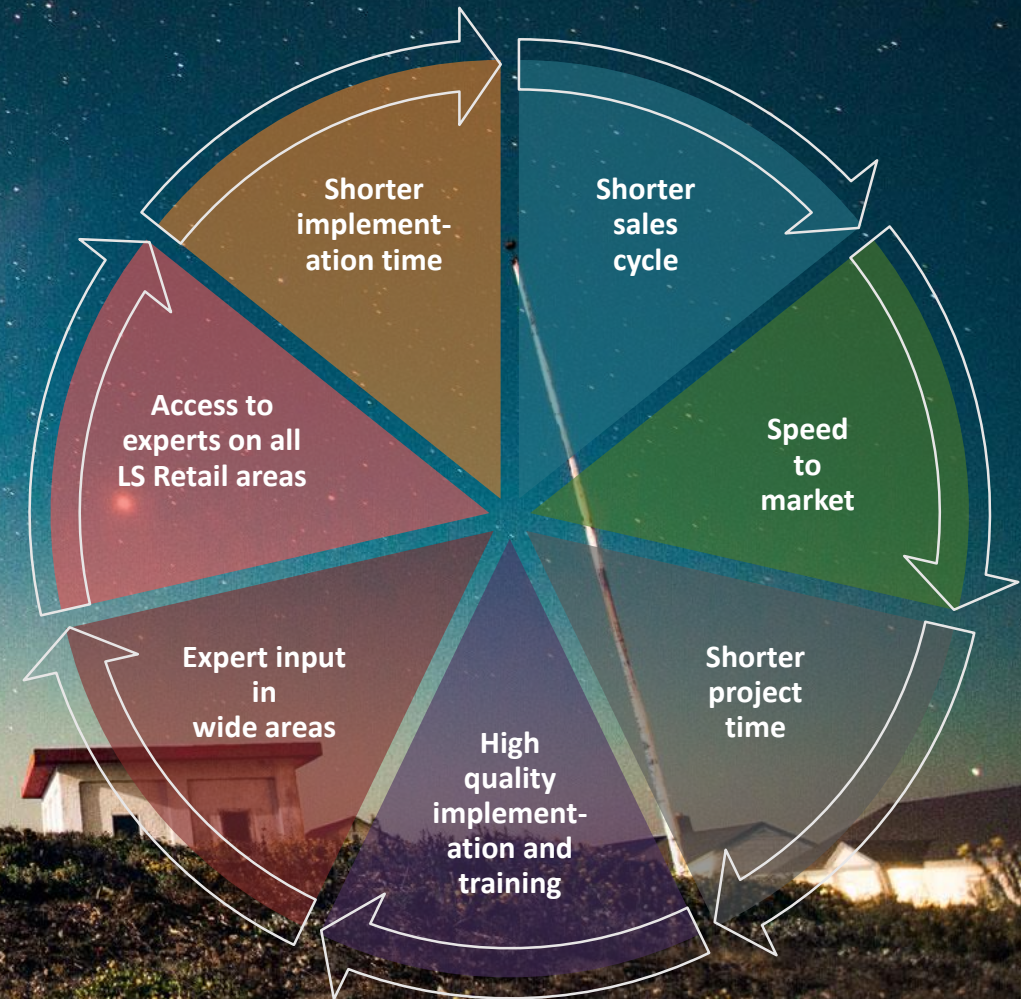
Increase the quality of the implementations

Reduce project risk and cut down the implementation time

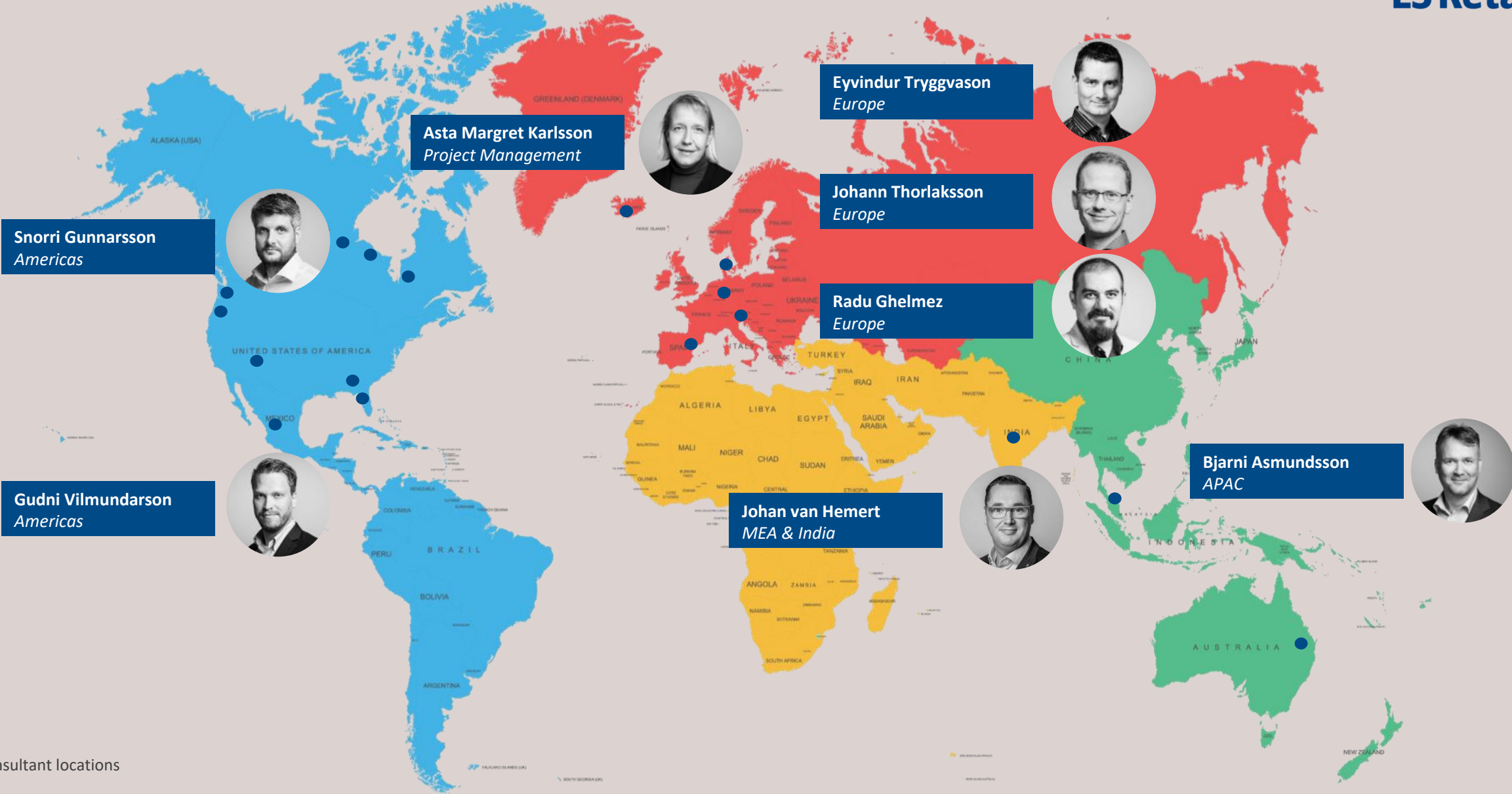
Improve license revenue generated by our partners

Provide customer insight to product development

Attract and cultivate talent



Global consulting team



● Consultant locations

Close cooperation on a global basis



Solution platforms

Our solutions are based on the Microsoft Dynamics ERP platforms



Leadership

LS Retail was the Global ISV of the year in 2015 and ISV of the year in UK in 2016 on Microsoft Dynamics



Go to market

We cooperate strongly in development, marketing and training



The retail experts

LS Retail sold its base AX solution to Microsoft in 2009 to create Dynamics for Retail (AX for Retail)

“20+ years of working together”



Large market with long-term growth potential

Retail is a large market

1.8m - US retail enterprises
3.6m - Europe retail enterprises
10 million - Retail enterprises globally



20m – 40m
Outlets

40m – 80m
POS



*Conservatively
assuming a renewal
rate of 10 years*

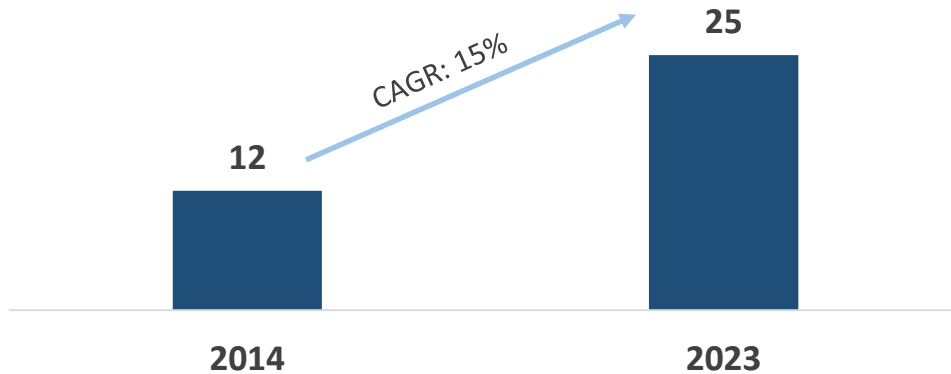
Addressable market:
2m – 4m Retail outlets a year

*LS Retail has sold to c.5,000
retail outlets annually since 2012*



*Our market share is small – offering unconstrained
growth opportunities*

Retail POS terminal market size (\$b)



Strong market position

Selected key competitors



EPICOR



micros



ORACLE

RAYMARK



**WINCOR
NIXDORF**

Our competitive advantages

Global

Our products are tailored to the global market, and are continually developed based on the market feedback from customers and partners all over the world

Brand and image

LS Retail is a well recognized brand in the global retail and hospitality industries, with a reputation for being able to provide one total solution on the same platform

Experience

Our tailored solutions have been established and developed over the last 25 years

People

We have accumulated deep industry and technological knowledge worldwide giving us the ability to respond to the demand of the global market. We have >2,000 professionals trained by LS Retail and working for our partners

Solutions

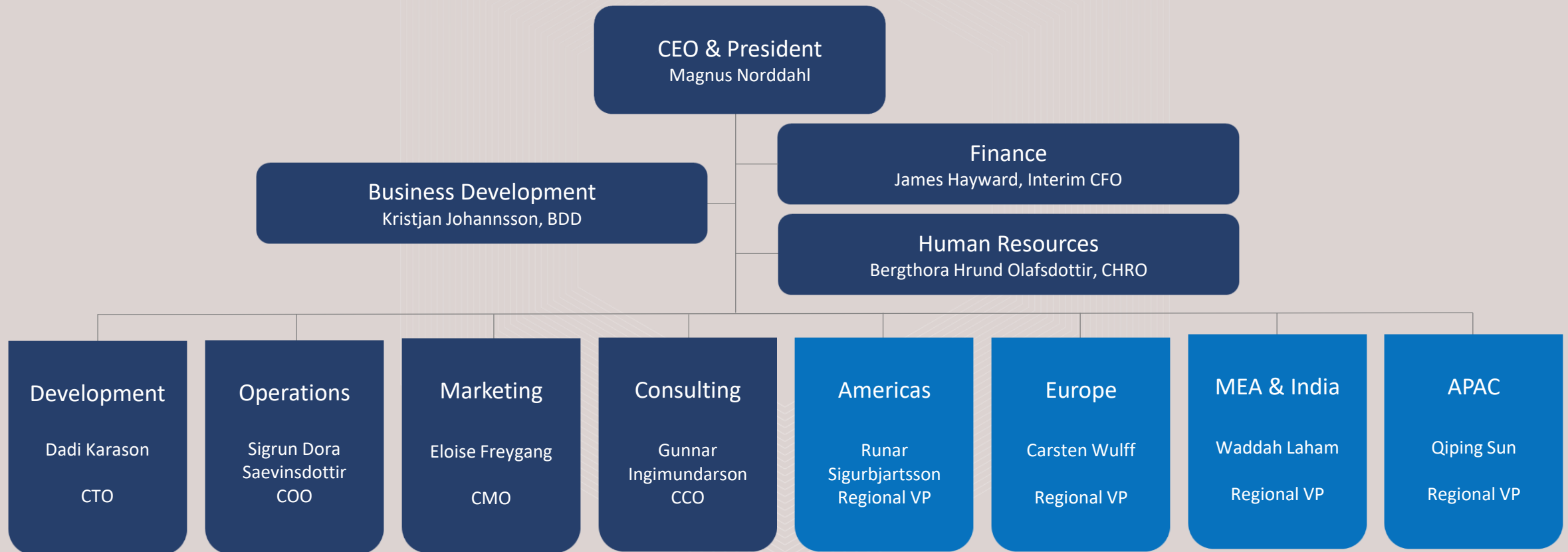
We provide total solutions on a single platform that are seamlessly integrated, advanced, and rich in functionality

Partnership

We have established a unique network and global channel of partners, providing local support



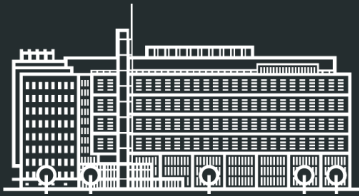
Experienced team with a proven track record of execution





LS Retail

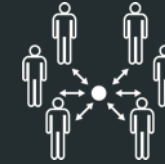
Products



Headquarters



Stores



Customer service

Microsoft
Dynamics NAV

Retail
management

Retail
stores and devices

Anytime,
anywhere



Financials
& budgeting



Store/POS
configuration



Easy-to-use
POS/mobile POS



eCommerce
& mCommerce



Inventory & warehouse
management



Price, offer, coupon
management



End-of-day
cash management



Mobile loyalty
on various devices



Sales &
marketing



Replenishment



Stock
management



Personalized offers and
notifications



Reporting &
analytics



Loyalty
management



Ordering
& transfers



Map of locations
with directions



Human resource
management



Social
media



Staff interactions with
cross-/upselling

**Would you like
to know more?**

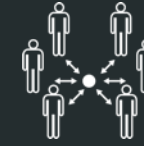




Headquarters



Restaurants




Customer service

Microsoft
Dynamics NAV


Hospitality
management

Restaurants
services


Anytime,
anywhere




Financials
& budgeting




Restaurant/POS
configuration




Easy-to-use
POS/mobile POS




Mobile loyalty
on various devices




Inventory & warehouse
management




Meal deals, offers
& modifiers




End-of-day
cash management



Personalized offers and
notifications



Sales &
marketing



Loyalty
management







Table
management




Map of locations
with directions




Reporting &
analytics




Recipes & meal plan
management




Delivery
& take-out




Menu & detailed
information




Human resource
management

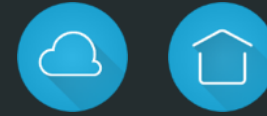


Replenishment



Kitchen displays/
printing

**Would you like
to know more?** 






Headquarters








Restaurants






Microsoft Dynamics AX

-  Financials & budgeting
-  Inventory & warehouse management
-  Human resource management
-  Sales & marketing
-  Reporting & Business Intelligence

Restaurant management

-  Recipes & meal deals
-  Menu & price management
-  Restaurant, POS & KDS setup
-  Waste & production management
-  Nutritional values & allergen

Point of Service

-  Conversational order taking
-  Price & meal deal modifiers
-  Table & check management
-  Drive-thru
-  Mobile loyalty & ordering

Kitchen display system

-  Kitchen & customer displays
-  Kitchen printers
-  Multiple processing lines
-  Flexible & scaled to kitchen process

Would you like to know more?





Headquarters




Gas stations & convenience stores

Microsoft
Dynamics AX


Forecourt
management

Point of Sale
& forecourt manager


Food
service




Financials
& budgeting




Fuel
items




Pump controller
& visibility




Recipes & meal deals
with modifiers




Inventory & warehouse
management




Wet stock
management




Vast pump control
options




Menu & price
management




Human resource
management




Price
management




Upsell, pre-payments
& car wash




Restaurant, POS
& kitchen management




Sales &
marketing




Loss detection




Mobile loyalty



Drive-thru



Reporting & business
intelligence



C-store
management

**Would you like
to know more?**







Retail & hospitality





LS One for everyone


A feature-rich, flexible and scalable POS solution with powerful retail management capabilities


 Can be integrated with any ERP solution

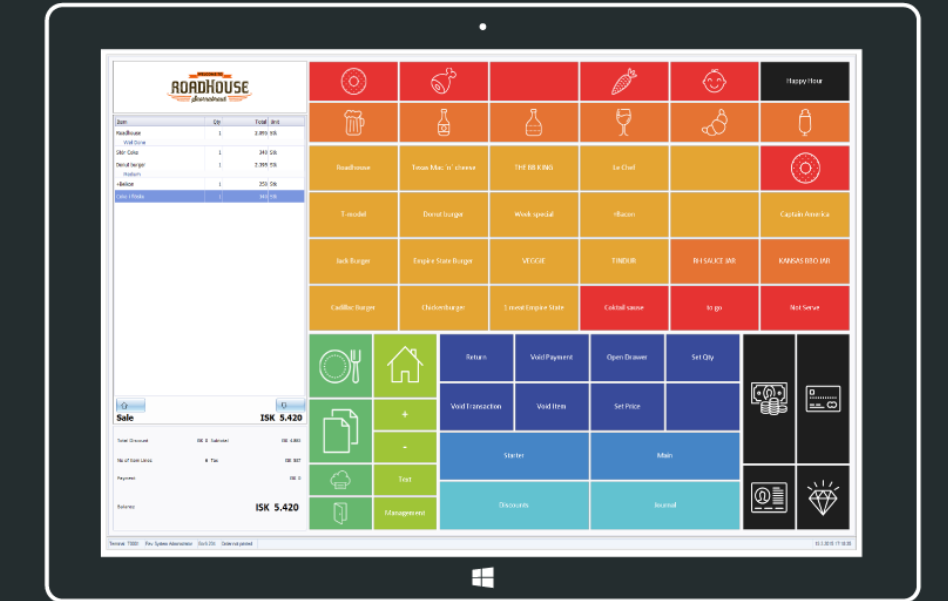
 Runs on any Windows device (on-line/off-line)

 Loyalty & gift card features

 Flexible discount and payment methods

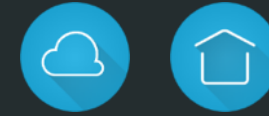
 Full hospitality support with table management

 Inventory and ordering capabilities



Would you like to know more?





LS One for everyone

The powerful suite of solutions that brings mobility and e-commerce to your management system



Multi-channel loyalty programs



Complete integration of web, mobile and in-store services



App with detailed product information



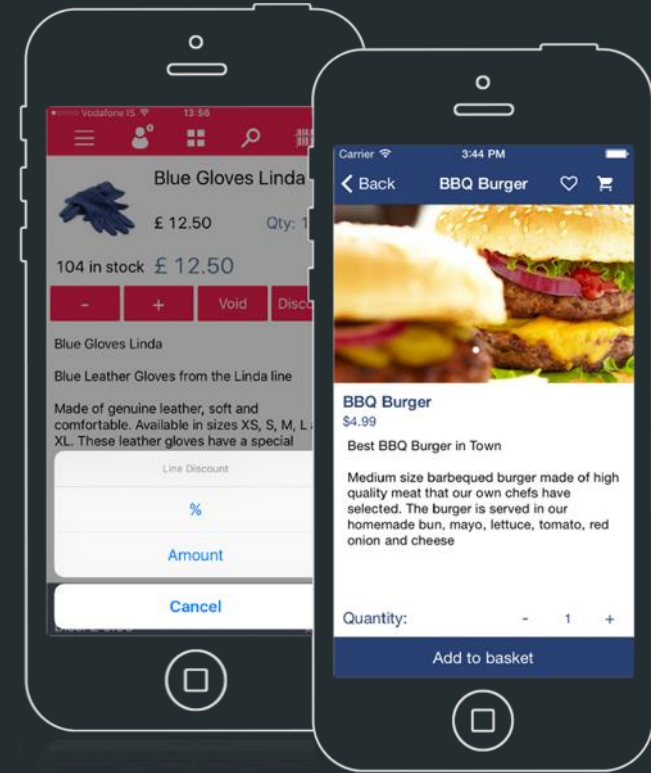
Function-rich mobile POS



Efficient inventory control



Powerful functionalities for both retail and hospitality



Would you like to know more?





Software as a Service (SaaS)



Easy to configure
cloud based solution



Streamlined industry
based processes



Built on the
LS Nav code base



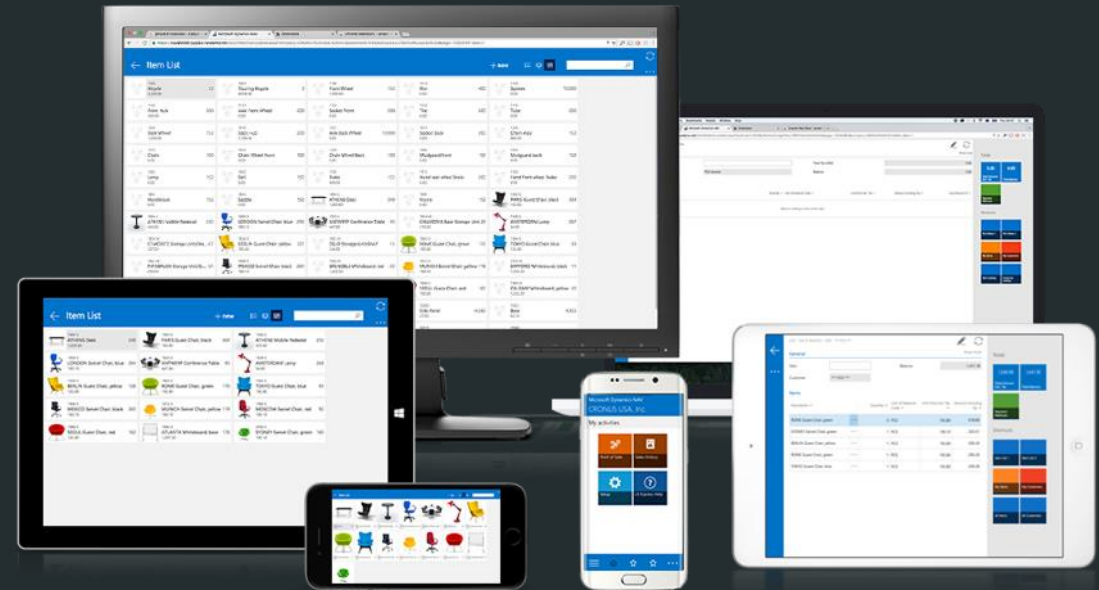
New target market is
1 - 5 stores/1 - 15 POS



Fast setup –
in less than 10 minutes



Customers can upgrade
to full LS Nav solution



LS Express Start was
launched in December
2016, in the USA

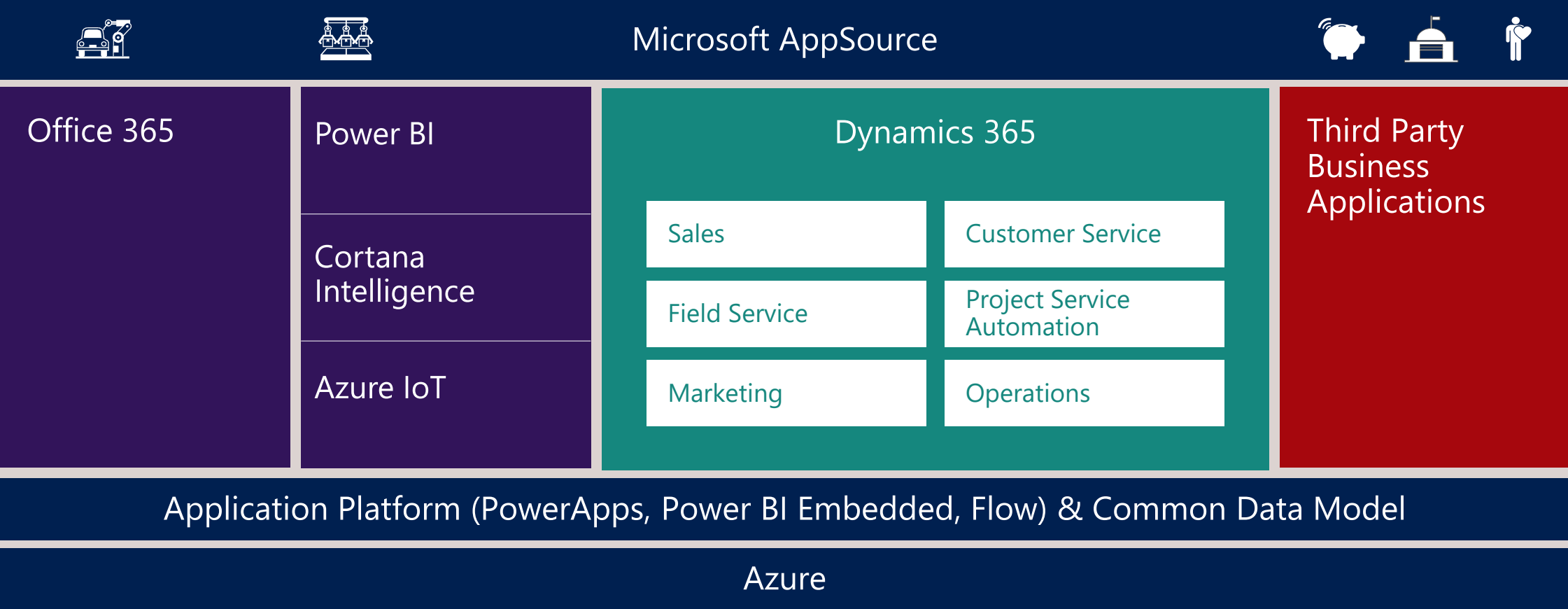
Will be available in
other countries later
in 2017 & 2018

USA, CA, UK,
Scandinavia, Benelux,
DACH, France, etc.

**Would you like
to know more?**



Our future SaaS platform





Intelligent **cloud services** to increase efficiency of organizations, streamline business processes and empower employees to react quickly to changing business needs – allows for **hybrid** deployment

LS Insight – bring your data to life



Cloud-based Business Intelligence (BI) service that allows users to monitor their business and get insights quickly through rich dashboards



Data models showcase relationships within data in a simple, actionable way



Users can display the dashboards on their favorite device

Powered by Microsoft Power BI – transforms your data into rich visuals – focus on what matters most – your whole business on one dashboard

LS Recommend – advanced analytics & AI



Cloud-based Recommendation services which can be deployed on all of the retailer's touchpoints



Guides sales assistants in giving personalized product suggestions to shoppers



Helps customers find the perfect item by displaying relevant products based on historic and common customer trends

Powered by Microsoft Cortana Intelligence –managed big data and advanced analytics suite - transform your data into intelligent action

Software as a Service (SaaS), with attractive subscription pay-as-you-go pricing

**Would you like
to know more?**





LS Retail

Customers

Fashion, apparel and accessories



Worldwide
Sporting goods
1,235 Locations & 2,199 POS



Worldwide
Sporting goods
160 Locations & 417 POS



Malaysia, Vietnam, Cambodia, & Myanmar
Department stores
59 Location & 1,150POS



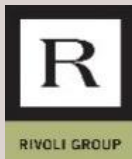
8 Countries
Fashion and apparel, home products,
luxury food products
61 Locations & 263 POS



United Arab Emirates
Apparel and fashion
795 Locations & 925 POS



United States
Wedding fashion and accessories
14 Locations & 91 POS



United Arab Emirates
Luxury retailer
350 Locations & 350 POS



Spain
Football shops
11 Locations & 71 POS



United Kingdom
Fashion and apparel
16 Locations & 25 POS

Hospitality



Iceland
Quick service restaurants
24 Locations & 24 POS



Philippines
Coffee shops
260 Locations & 517 POS



India
Restaurants
102 Locations & 106 POS



Nigeria
Quick service restaurants
50 Locations & 250 POS



3 Countries
Restaurants
357 Locations & 1,151 POS



Scandinavia
Hotels
59 Locations & 86 POS



9 Countries
Restaurants
300+ Locations & 1,300 POS



Philippines & India
Coffee shops
48 Locations & 62 POS



United Kingdom
Sushi restaurants
51 Locations & 239 POS



Portugal
Restaurants
25 Locations & 44 POS



United States
Coffee shops
101 Locations & 164 POS



Iceland
Hotels and resorts
6 Locations & 17 POS

Other verticals



Canada
Pet stores
929 Locations & 929 POS



Sweden
Pharmacies
156 Locations & 871 POS



Belgium
Telecommunication
90 Locations & 170 POS



United Kingdom
Building material and supplies
59 Locations & 1,172 POS



United Arab Emirates
Supermarkets
12 Locations & 17 POS

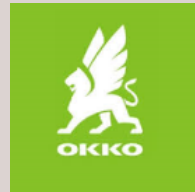


United Kingdom
Garden centers
41 Locations & 465 POS

Forecourt



Singapore
100 Locations & 180 POS



Ukraine
406 Locations



Skeljungur

Iceland
66 Locations & 88 POS



USA/Global
300 Locations & 1200 POS



Iceland
41 Locations & 87 POS



Germany
POC cloud solution



LS Retail

Partner ecosystem

Our ecosystem



LS Retail



Our key partner

Microsoft supplies us with the technology platforms for our solutions



Our sales, implementation and support partners

Typically smaller system integrators 25-150 employees. Deliver, implement and support LS Retail customers. Often Microsoft partners.



Relationships

Providers of different solutions for the retail and hospitality business, that LS Retail may rely on, or may complement our solutions. Often synergy effects.



LS Retail

Partnership with LS Retail provides a competitive edge

A large global network

Access to a world-leading, all-in-one business management solution portfolio

Open doors to new opportunities with our products

Access to resources for training, marketing, sales, service, advisory sessions and technical support

Stand out from the competition with greater ability to meet customers' needs

Recognition and rewards for sales success and efforts in branding and marketing LS Retail

Leading Microsoft ISV



2016 Microsoft Dynamics
ISV of the Year
United Kingdom

2015 Microsoft Dynamics
ISV of the Year
Global

LS Retail has always aimed at being one of the top independent software vendors for Microsoft Dynamics. Below is what we have accomplished so far:

Microsoft Global Outstanding ISV of the Year

2015

Microsoft ISV of the Year for the United States

2015

Microsoft ISV of the Year for Western Europe

2015, 2013, 2009

Microsoft ISV of the Year for Eastern & Central Europe

2014

Microsoft Inner Circle

2016, 2015, 2014, 2013, 2012, 2011, 2009, 2008

Microsoft President's Club

2014, 2013, 2012, 2011, 2009, 2008

Microsoft Gold Certified Partner

2016, 2015, 2014, 2013, 2012, 2011, 2010, 2009, 2008



LS Retail

Other key relationships within our ecosystem

Hardware

EPSON



Panasonic

Payment Acceptance and Processing



Verifone



PayEx

Fuel Petroleum



Wayne
FUELING SYSTEMS



Inventory Optimization and Demand Planning



eCommerce Integrations



Property Management





conneXion madrid
LS Retail & Hospitality Conference
MADRID, SPAIN — APRIL 26-27, 2017
www.LSconneXion.com

Changing retail landscape | megatrends

+90% Of phones will be smart by end of 2017

+40% e-commerce sales already via Mobile

+75% Of workforce will be millennials by 2025 (33% now)

+30% Mobile economy via apps not web end of 2016

+40% Mobile Commerce will grow to by end of 2017

+80% Prepared to pay more for a better experience

Mobile

e-commerce

Social



Nexus of forces that are re-shaping our business

LS Retail is fast-growing and in constant transformation



Consumerization of retail



Mobile apps



Big data



Mobile loyalty



Social awareness



Analytics



Personal marketing



Omni channel



Cloud services



SaaS



Social



Mobile



Big Data



Cloud

Continuous investment



Research & development

Over €35M in the last 6 years

LS Nav LS Omni LS First | Forecourt

LS One LS First | Hospitality LS Express | Start

LS Insight LS Pay LS Pharmacy LS eCommerce LS Recommend

R&D investment forecast for the next 5 years (2017-2021) – over €100M

Management – headquarters



Magnus Norddahl
CEO



Eloise Freygang
CMO



Dadi Karason
CTO



Sigrun D. Saevinsdottir
COO



Bergthora H. Olafsdottir
CHO



Gunnar Ingimundarson
CCO



Kristjan Johannsson
BDD



James Hayward
Interim CFO



Strong business

Vertical expertise

Retail and hospitality experts with deep specialist sector knowledge and a tailored product offering

Global customer base

4.100 customers, 147.000 POS, 63.000 stores in more than 120 countries

Scalable Go-to-Market model

Resilient and growing global sales channel

Relationship with Microsoft

Leading Microsoft ISV in the retail and hospitality with a close and long-term partnership

Large addressable market

\$12 billion+ market with attractive long-term growth opportunities

Clear growth strategy

Continuation of current business and the execution of new initiatives

Scalable organization

Structure, processes and culture that supports future growth

Strong team

Scalable platform and dynamic organisation led by experienced and proven management team

Solid financial profile

Track record of high sales growth and profitability to invest in R&D



LS Retail

Helps you get your job done
with the outcome you desire